

**Community Plan Update Public Meeting  
Imagine Sedona – 2020 & Beyond  
Sedona Creative Life Center  
333 Schnebly Hill Road, Sedona, AZ  
Saturday, May 21, 2011 - 10:00 a.m.**

**Public Participants (excludes those listed below):** 66

**Committee Members:**

Chairman Jim Eaton, Vice Chairman Jon Thompson and Committee Members Mike Bower, Angela LeFevre, Marty Losoff, Barbara Litrell, Elemer Magaziner, Gerhard Mayer, Judy Reddington and John Sather

**Councilors:** Councilors Mark DiNunzio and Dennis Rayner

**Commissioners:**

**Historic Preservation:** Charlie Schudson

**P&Z:** Eric Brandt and Michael Hadley

**Sustainability:** Marlene Rayner, Ernie Strauch and Charlie Schudson

**Volunteers:** Blue Boelter (Housing Commission), Anne Leap (Housing Commission), Sandy Moriarty (Housing Commission) and Felicia Thompson

**Staff:** Kathy Levin, John O'Brien and Mike Raber

**INTRODUCTION:**

Chairman Eaton welcomed the audience to the kick-off program of *Imagine Sedona - 2020 and Beyond* and explained that this effort gathered momentum when the City Council formed a Citizens Steering Committee to get the community's input, which will result in this new Plan. We are going to do a better job than ever and the City has already won two State awards for citizen input to Community Plans in the past. We want this Plan to be easier to read and easier to use. The Chairman then introduced the Committee and City staff members.

Chairman Eaton explained that the Committee is made up of people like the audience, not politicians or paid consultants, and the City hasn't hired a consultant, because this is going to be your plan. It would be easier if the City just wrote a Community Plan and had the required election, but it wouldn't be the citizens' plan.

Historic and current pictures of various Sedona locations and vistas were shown, with the following ending: Did it just happen or was it planning? What comes next? You decide.

Elemer Magaziner told his personal story of coming to Sedona in 1989 and his vision that people will be able to hear the same story from somebody else in the future. Angela LeFevre then told her personal story of coming to Sedona and of her commitment to preserve the beauty of this wonderful place.

Judy Reddington expressed the Committee's interest in hearing the audience's stories and asked the audience to write a couple of sentences giving the year they came, their first impressions of Sedona and their reasons for wanting to make Sedona their home. Afterward, some members of the audience were asked to read the card of the person sitting next to them.

**Audience Stories:**

"Came to Sedona on a writing assignment in 1972. I travel around the world and have never seen anything like it . . . overwhelming, heavenly. No lights, no sidewalks; beauty everywhere you look. Unspoiled vistas, so I met and married (unclear from laughter) years later, I've seen a lot of change that involved (unclear)."

"2007 was my first (unclear) and I decided to return again. Have been here since 2011; hope to stay forever. Love the serenity and people and peace all over the place."

"Spring 1984; staying with someone in Jerome, fell in love with that town and moved there, but much of the draw was the red rocks. In 2005, I moved from Jerome to West Sedona and loved it -- love the views, hiking; still some quiet beautiful spots where (unclear) out."

"In 1988, my daughter and I drove the Canyon at night. We stayed at the Arroyo Roble in a room facing the creek, and upon waking the next morning, it was as if we had been transported to another world. All we could say was, Oh, wow!"

"In 1981, camping at Red Rock Crossing during Easter vacation; snow flurries and the creek raging. 1982 moved here with wife and two small children."

"1995, spectacular beauty, sunshine, wide open spaces, deep feeling of sacredness, clean fresh air, fantastic vistas, love rocks and nature, starry sky." And, I would like to say one thing about this. "My wife didn't come today, because Facebook has her trapped and she is enjoying doing that, but every time we leave and go to Phoenix or Cottonwood or some other place, she will always make similar comments about how beautiful the red rocks are and how she misses it when she is away, and how much she feels when she comes back."

"First trip to Sedona totally overwhelmed by first view of red rocks, really couldn't believe the views of beautiful rocks. On a later trip, chose Sedona Schnebly Hill site as location for a wedding. Three years later, I bought land in Sedona; still waiting to become a true resident."

"March 2000, we arrive in the dark and check-in at Sedona Golf Resort. We woke up to go play golf in the morning. As we drove out of the Golf Resort, I said, Oh my God, where did this place come from? We spent the whole week exploring Sedona, hiking, horseback riding, hot air ballooning; moved here two years ago."

"1954, first trip through Sedona to reservations; 1960s, camping, then Sedona airport; 1970s, flying, stopping on flying trips east; 1979, purchased property in the non-VOC area; 1982, moved to Sedona."

"Drove through in 1981. My mother-in-law and I were on a trip to Monument Valley, stopped off to visit a friend in Prescott, who sent us up through Cottonwood, through Sedona. We were hooked."

A video was shown about Sedona's history, including the forces of nature that shaped Sedona's red rocks and the times of the Sinagua, Yavapai and Apache Indian tribes in the Verde Valley followed by the first settlers of Sedona. The video also highlighted Sedona's first industries -- cattle ranching and planting orchards, with the miners in Jerome and the loggers and railroaders in Flagstaff providing a ready market for Sedona's produce, and the opening of the first Post Office in 1900 by Carl Schnebly and the naming of Sedona in 1902. Next, the movie industry came to Sedona in 1923 with the *Call of the Canyon* and since then almost 100 movies have been filmed here. Artists were also attracted to Sedona's scenic beauty and art and tourism have become Sedona's leading industry. After WWII, farmers began selling their land and the U.S. Forest Service opened new land for development. With the population growing, people became concerned and the U.S. Forest Service revised its Master Plan to accommodate preservation and recreation. Sedona incorporated in January of 1988 and public participation in Sedona's Community Plan has won awards and serves as a model for other communities. Residents and businesses work together to improve the quality of life for Sedona's residents and to keep it a good place to visit.

#### **PRESENTATION - Mike Raber:**

Mike Raber reviewed the planning history of Sedona in terms of what the Sedona Community Plan is, why we are updating it and what the plan has done for the community. The State of Arizona requires Arizona cities and towns to have a General Plan and update that Plan every ten years. The Sedona Community Plan is our General Plan and it is significant, because it is our vision of the future and tells us how and where we should grow or not grow. Some examples of how the Community Plan does that is through strong support for the U.S. Forest Service to not trade our National Forest lands, keeping the City's ability to grow the same as it was about the time it incorporated, and it guides decisions on new development, plus it can recommend changes in the rules for development or recommend that more

detailed planning be done. The plan can also emphasize values that are important in one area, such as the arts or historic preservation, and recommend specific public improvements.

Mike explained that we need to update the Plan to make the changes that reflect the community's vision and direction, but one thing that hasn't changed since 2001 is our population. Although the City added about 700 new homes, the percentage of the homes that are vacant all or part of the year increased from 13% to 22%. In 1991, we had projected a population of about 14,000 with about 8,000 homes. Our total land area within the City is about 19 sq. mi. and about 49% of that land area is National Forest. About 71% of the residential area and 83% of the commercial area has development on it. Mike then showed a regional map of the surrounding area showing that about 80% is National Forest in the Verde Valley and the current Community Plan contains policies to maintain those spaces between communities. Sedona's first Community Plan adopted in 1991 placed a lot of emphasis on preserving our National Forest land, so the U.S. Forest Service changed their plan in 1988 to keep the lands from being traded, and the Sedona area today would look far different without that protection -- most of the land people live on today in Sedona used to be National Forest.

Mike added that the need for more specific commercial planning emphasized in the original plan led to the Uptown Plan in 1993 and the West Sedona Commercial Corridor Study in 1994. In 1997, we had a Citizens' Growth Advisory Committee and their recommendations formed the basis for the plan update in 1998 and laid the foundation for regional planning, such as the Verde Valley Regional Land Use Plan for Yavapai County and the Verde Valley Land Preservation Institute, etc. The 1998 plan also set the stage for maintaining our overall growth capacity at about the 1990 level. The 2002 Community Plan required a vote by the citizens for the first time, which occurred in 2003. The current plan advocated a revised plan for S.R. 179, and the highway improvements that you see today plus the Uptown Enhancement Project demonstrate the evolving nature of General Plans and how we build on previous ideas, but none of those things were possible without the community's involvement. We have won previous awards in previous plan efforts, but that is all attributable to the citizens' involvement. At the beginning of this planning process, the community said that we needed to involve more of the community and take another look at where we are going as a community. We also heard the need to produce a plan that connects with the citizens at all levels, and in response to that, the City Council appointed the Citizens Steering Committee last fall, and their role is to lead the public outreach process and work with the Planning Commission in formulating our new Community Plan.

Even though this update will take about two years, we are asking ourselves where are we and do we like where we are? Later, we will ask things like where could we be, where do we want to be and how do we get there? Next year, the plan will go through public hearings and the citizens will vote on the plan in 2013.

**PRESENTATION - Mike Bower and John Sather:**

John Sather explained that they were going to take the audience through a two-part exercise. During the next six to eight months is really when we are going to get the bulk of where we are going to agree to go, and then we are going to have to go through some processes, etc. Today, we are going to keep this a little bit of a dreaming exercise. Twenty years ago, a bunch of us got together and began to imagine what we wanted Sedona to be in the future. Twenty years later, we have done a lot of that; some of it, we left on the cutting room floor. Now is the time to think of new ideas, and maybe revisit old ones that we didn't get done. All of us are a team; it is not an "us" versus "them"; it is a "we" exercise and there is no consultant up here. We all just said, let's do this together and we have a lot of dedicated people, and we need you.

John then explained that he and Mike Bower put some slides together, some of which you will really hate, some of which you will like, and some of which will get your mind thinking. We named this project *Imagine Sedona -- 2020 and Beyond*, and since today is supposed to be the last day, if we get beyond that and the Mayan calendar next year, with luck we will go into 2020. We also chose the Creative Life Center, because we are a creative community and we are talking about creating the future, so we thought let's be creative and think. During the next half-hour of images, your job is to think what we as a team should be focusing on. We could dream up a laundry list of things we want to do that would be way too

big, way too expensive, so we need to focus on what is possible, doable and most important for us now. Early on, people said to boil the "big phone book", which is the Community Plan, down to a few pages that we all understand and know is what our citizens want to have done. At then at the end, we are going to ask for some hands to be shown and for some general categories that you would like to have the team visit, dream of, redirect, etc., or of things you really love about our town now and you really want to keep in place for the future.

While showing various scenes of Sedona through the years, John and Mike presented various planning ideas in the following points:

- We all know what we don't want to be, and a lot of us travel and dream of beautiful places and we know that we have some of the most beautiful land on Earth, so why can't we be like some of the romanticized places.
- Reverse philosophies are interesting; some places preserve the flatland and some places build on mountainsides, and we are going to ask what is important to all of you.
- The Uptown Creek Area Study was to make Uptown a more pedestrian-friendly part of our town and it was to keep some of the funky old-time, small town quality, but making the sidewalk a little wider. You can see what we achieved; we kept most of the funk, got a little more cover and achieved a better pedestrian environment. A crosswalk was utilized to help people get across the street, but we didn't link it to an existing pedestrian mall, but it is still a success.
- One idea that was left on the cutting room floor was a possible downhill relocation of the sidewalk from the "Y" to Uptown could produce benefits for pedestrians and traffic.
- Consider some simple construction of some wood decks on the back of buildings at 179, to make a pedestrian way away from the traffic and bring people into closer proximity to the sycamore trees and creek, etc, -- most communities develop around water.
- A previously proposed underpass to connect Tlaquepaque to Hillside didn't happen when we did 179.
- We got a pedestrian bridge, but we didn't get a creekwalk, and that is a question we will want to be asking ourselves.
- We have really lost sight of the creek anywhere within the community and given it away to the roundabout, so we ask if we are building our infrastructure with the beauty that surrounds us.
- Consider parking; the Uptown Creek Area Plan looked a range of solutions to parking and parking lots aren't really the solution -- it has to be coupled with pedestrian ways, shuttle systems, land use changes and open space. At that time, Sedona drew some inspiration from Vail, Colorado and Santa Fe, New Mexico, and there is terrain behind Hozho that could be used for multiple levels, drawing from the Santa Fe example, maybe fronting it with a little more retail for pedestrian movement to Hillside, and then stashing the parking structure back there that could be accessed from the existing roadway, but it didn't happen; it is still on the cutting room floor.
- The extension of Ranger Road, with a parking structure utilizing Brewer Road as its ramps, and the Heart of Sedona Plan concepts -- the Plaza, the Market Green and the Historic Town Park that showed the solution wasn't just parking -- it was shuttle, walkways, history, housing, parks and various community uses.
- We have the technical expertise within this town to figure this stuff out and some of the landowners have no idea that their land could be a higher and better use than it is currently and more contributory to a community than it currently is, by mixing it with adjacent neighbors.
- The U.S. Forest Service now is in the process of having an RFP for shuttle providers, and they are planning to serve trailheads to protect the natural environment.
- Looking at West Sedona, if we had done some visioning in the past, what could we have been today? We did planning and looked at things, but we did planning that would lead to some great Zoning Ordinances and Development Guidelines, and we got 89A passing through West Sedona, but we didn't look at some of the large private properties that were undeveloped -- and you ask if it is too late, but things are constantly changing.
- Looking at 89A sites like the old Flicker Shack -- which was our community other than churches, we might have thought it was too late to plan that site, and it is private property; you can't tell that guy what to do; however, you can show him a community value and a way to manifest and preserve small town character.

- Some plans try to tell everyone what they must do and others are inspirational, so the question is if we can write a plan like that as opposed to telling you what you can't do. We are going to be asking ourselves throughout this process how we feel about trying to define what this site could really be. Looking at Safeway and Bashas', might this whole area have become a heart of town?
- A previous plan showed the beautification of roadway signage and landscaping, coupled with the creation of "pearls on a necklace" so to speak, no one heart of town, but doing our best everywhere.
- This plan thought about transferring some of the density to these cores, leaving more open space and concentrated uses in nodes, so we could develop a more walkable community. It entailed a shuttle route, consolidated parking, and making some places auto-free, which might facilitate a shuttle being subsidized by a private sector operation.
- We all have to answer the question of why a lot of this good stuff didn't happen, and we have to answer if these are still achievable, are these still good ideas, but as we come together and reach a consensus, let's also figure out how we are going to do it. We know we are in an economic time that doesn't allow us to do a lot, but we are going to introduce some ideas that by encouraging property owners and using other tools of development, a lot of it can happen without higher taxes, etc.
- Consider the regional aspects of our community. We have to be in regional cooperation with our adjacent communities, U.S. Forest Service, etc., and they are the answers to some of our issues, as we are the answers to some of theirs.
- We tend to celebrate in commercially-driven spaces, but planning for true public spaces is a way to engender and nurture small town character and preserve some of our traditions of volunteerism and civility, because when you interact and have chance encounters, it is not the two-minutes in front of the Council -- you run into people and may even discuss issues. We have tried to see how that might work in our town and it is on the cutting room floor, so it is up for discussion. These spaces do more than just facilitate a visitor-based economy; they facilitate and nurture small town character.
- As we go forward, we are going to have to ask what redevelopment means to us; there are properties where we could recast the use, and part of the process is to try to bring in the property owners to what we are developing with the core group; for example, could we get a public plaza out of the Bashas' Center or at another place in town through redevelopment?
- The idea is if someone came in with a plan for one of the large undeveloped properties and a plaza was proposed, you would get it deeded back to the City, so it is not privately owned or a celebration in a commercial timeframe, it is a place that could be used for the community living room, as in Mexico, and a person in the Latino community indicated that the most important thing is having something for the children. In the past, we have interpreted that as making a youth center, etc., but the children really want to be in a diverse setting.
- Consider re-streeting to create a vibrant atmosphere with boulevard-type landscaping, etc. The West Sedona Corridor Plan presented that type of boulevard improvement, and when you are on the right of way, those kind of improvements become public sector financial responsibilities, so there is a mix; there is a certain amount we can do in the public sector, but we are really talking about making sure we don't shirk the potential of doing some planning in the private sector to create a great mix.
- Some roundabouts are going to be celebrated with public art, but the point is how do we create beautiful streets? It is also place-making; when you remember the place, you sort of know where you are in the community.
- Consider things like a previously proposed bridge from the high school to the former Cultural Park, auto-free streets, streets that create interesting pockets throughout the town, and tying residential neighborhoods to a commercial area through pathways. Some of the stuff we are afraid of just works.
- When we are done, we are going to ask what those big categories are that we want to discuss; streets will be one, perhaps where a couple of homes were taken away and the land was made into pocket parks or interconnections or the end of a cul-de-sac could work for a passage.
- Interconnections are about neighborhoods being able to get to its Bashas', Safeway, New Frontiers, etc., by walking along a little sidewalk.
- As we go forward, one question might be about the heights of buildings in town. Are there areas in town that by increasing the height of buildings we might create uses we don't have? We have housing stock that doesn't provide for the community in total and the balance needed. We probably need more affordable housing and different housing for the elderly, so by changing some heights, not to block views, could we get some of those things we need in our community? Height actually allows

for some diversity in uses and makes mixed-use areas be more successful, because it could allow residents to have a sense of ownership of an area that has a public use. It also makes for a certain scale. Increasing height creates compression in some areas, where the space is more interesting, because the surrounding buildings frame and edge it more, so we might want to be thinking about density transfers, so we would be able to increase density on certain parcels to open up others for other types of uses.

- Consider the price of oil and what that will mean to our Community Plan in 2020 and beyond. We are probably going to be talking about why we are planning based on several things. We have potential; we have some things on the cutting room floor and issues change. S.R. 179 now has bicyclists riding safely through town and more people walking, and that is what planning is about. It illustrates that the demographic is changing; there is a hike house on S.R. 179, and it also demonstrates that we plan for the future without the reckoning of the bucket of oil by doing a big automotive improvement, but as we move forward, this bucket of oil question is if we can afford to keep assuming that we are going to have the same vehicles, and it is all about roads and parking.
- Other parts of the world use small cars, bicycles, etc. Was it a victory to get rid of the tram; it certainly was a financial issue. One town offers free bicycles that are available on the streets to pick up and ride around with no charge, etc.; another town provides little electric vehicles.
- Consider green sustainable principles; there are a lot of neat ways of incorporating solar energy. Do we want to embrace little regional power plants throughout Sedona like the high school did or could we find more appropriate places for these things, such as on rooftops and by entering joint proposals between property owners? It is also interesting that when you embrace solar, you also have to embrace conservation, so "green roofs" are a big buzz in the architectural community and they are a symbol of energy conservation, but there is also urban agriculture.
- We were an agricultural community and we have agriculture in town; should we increase that and embrace edible landscapes? We don't really have any agricultural land use; we relegate it to the hinterlands and we are interested in your opinions as we imagine our way into the future. Is that a sustainable way to handle it?
- Should the children learn how to plant, because they were not of the generation that planted and might that be something that works to our advantage in the future? Around the world, there are gardens integrated into communities, and we might be able to develop a plan with a grid of green and every neighborhood with a walk-to community garden; a lot of communities surround themselves with the ability to sustain themselves.
- We have become very auto-dominated in our thinking, planning and our actual lives; most places don't truck their food 1,000 miles. They have daily or weekly markets that occur, which include chance encounters and an economy in the market. Could we be an organic community?
- Our unique natural environment is one of our strengths and opportunities, but you could also say it is one of our weaknesses; it draws all of the use and visitation.
- Are we doing enough about economic diversity to attract other business enterprises, clean industry, beyond tourism? Could we be doing more to embrace those businesses that occur over the Internet, etc., to begin to diversify the economy of Sedona beyond tourism? Single owners are going to come up with their own use and every major undeveloped property has a hotel sitting on a land plan, so is that what we want or do we want things like another educational institution? Does that bucket of oil put the onus on us to think about diversifying our visitor-based economy?
- Art is big in our community; are we driving the artists away or embracing them more?
- Chautauqua is a place and a concept. People stay for extended periods of time to hear seminars and Sedona has the same strengths and opportunities. Could we develop a concept for ourselves to accommodate that kind of use? We took the Cultural Park out of the Forest Service stock and believed in it; it didn't work and now is in threatening hands. As a community, we need to give guidance on this property; we don't own it, but that is our right as citizens of the community. The trust is that they will like our guidance, look at some of the concepts and build it. There are several spaces in town that we will look at together in subsequent meetings. We don't want an "us" versus "them" scenario; we want to look for the win-win situation. What can we dream of on this property that would be worthy of taking it out of the Forest Service stock?
- Another strength is our historic component, for example, the Hart Store and the Jordan Historical Park are good examples of adaptive reuse, and it might be interesting to explore if the Park could

become a campus to incorporate some of that Chautauqua-like thinking or take people there in a horse-drawn surrey. The Gassaway House might be a small facility for some kind of artist-in-residence program.

- Other cities plan in big terms, but we love what we have here and it might not be time to think big. We are a State that has been filled with brilliant thinkers, and the world is filled with guidance and different types of thinking about creativity and uses. We have an older housing stock here and our elderly has to move to a Kachina, but what if they didn't have to move and their neighborhood became a place that was equivalent, but different than the housing stock we have now.
- The world is full of planning principles and concepts, but the question is if we can all come together and embrace it. When we don't come together, there is contention, and at the end, we all vote on this plan, so we are hoping you become a core group. We have a history of active community participation in our planning efforts and you are the starting point, so tell your friends to come to the next few meetings.
- This Committee is not going to push things down your throat; we are just trying to facilitate this as a community effort and we need to figure out what is important to you, so we are now looking for the big buckets of what are the kinds of things we should be considering. What are the things in our community that you want to have the community focused on as we begin?
- It is important to recognize that we are at the beginning of a process, so you don't have to get every idea out today, but we are going to learn from your comments what things are on your mind and how we might best structure a really engaging participatory process.

The meeting was opened for public comments at this time.

#### **PUBLIC COMMENTS:**

**Speaker 1:** "First of all that was a wonderful presentation. The question I have is how are you going to package this into a plan that can be accomplished in ten years? The current Plan, as I know you all know, has so many goals, objectives, actions and recommendations that it was impossible for Council to get anywhere near doing it. There were 599 that I counted in ten hours, so as a result, the Councils have not felt obligated to really do any particular thing; in fact, Council could take something out of the plan, like the creekwalk, and work on it for a Council or two, and the next Council that comes along says, we aren't interested in that and they take it and forget about it. One of the things that I would recommend that you do is that at some point, when you come up with what you think are the important goals based upon what everybody has told you, put them all together, send them out to all of the registered voters and ask the registered voters to put them into their top ten priorities, and then gather those all together and figure out how many of those can be done in the next ten years practically by the Councils, and put that in one section of your plan as saying this is what the community says are our top ten priorities to work on. Now that is not to take away doing any of the other things that you talked about. I'm so inspired by some of these ideas and I know they are not going to get done in ten years, but that doesn't mean that they shouldn't show up somewhere in your document too."

**Mike Bower:** I think that was an excellent suggestion and we've been giving thought to that too. You saw John kind of waft this phonebook down here and I know Paul has read it and I know a lot of us -- I guess I have, but some of us haven't, and we have talked about trying to make it more user-friendly. One of the key things is "us". The more people that help craft it, the more chance we have of implementation. Planning, when it goes through stages, has implementation at the end. When you see the "how do we get there", that is an implementation plan and it is a constant effort really, so I think in addition to the ten goals voted upon, and that is a great suggestion, I offer up that the key is participation, so thank you all for being here and let's get some more people to come out.

**Speaker 2:** "I just recently moved here and looking at the vision for the future, I break it down to three important components. The vision of living in the community where you don't rely on the automobile, so incorporating density on a basis where, as we move on, we can leave our home, walk to the store and do these things, because by doing that and getting outside, just people hiking, we can then live within the natural beauty of the area that is here. Two is there is going to be tourism, so to enhance the tourism, you incorporate that where it is not going to be overly invasive and overrun. Three is the sustainable other economic viability that will keep the engines and the motors of the economy going in the future."

**Mike Bower:** Wow, could we all be so organized. Thank you.

**Speaker 3:** "One of the things I think we could do is, using the (unclear) suggestion, we should try to attract and diversify our economy a little away from tourism, which would reduce the ups and downs somewhat in the community, and I think that today, my daughter and son-in-law in Flagstaff don't have a regular job. He runs a business from his home, a completely computer-based business, nobody ever comes to his house and my daughter is a writer, so we could advertise ourselves as being attracted to people who can work anywhere and have a business anywhere, or how about Google and smaller."

**Speaker 4:** "To punctuate some of the points that have been made already, I was delighted to see the presentation place so much emphasis on the examples that we have from around the world. As my wife and I looked around the world to try to decide where we wanted to semi-retire for the rest of our lives, most of the competition came from abroad. We thought about San Miguel de Allende and the beautiful "jardins" where so many of the community centers are in the Mexican towns, or the Plaza Mayor in Salamanca, Spain. It seems from abroad, there are so many wonderful examples of the plaza community and despite all of the attractions, we considered Sedona the best place in the world and we are happy to be here, but living here for the last 1½ years, I'm struck by how close we are to achieving this kind of superb environment. It is within reach. We can do this; it is affordable, it is doable and again, again and again, we see opportunities for the ultimate win-win. For example, we live in Vista Montana, right behind New Frontiers, and we love it. We wanted to be near the community; we wanted to be able to walk everywhere, but what do I see, I see my neighbors getting in their cars daily to drive to Bashas', to drive to New Frontiers. It is nuts, so in all of this presentation, what I found so appealing was every example of the "walk-to" community center, the plaza, and every time we can drive less and walk more, we reduce pollution; we enhance sustainability; we increase health; we reduce traffic, enhancing the tourist atmosphere for everyone, so one of the things that stood out to me was the "pearl" concept that instead of having a single main square that would still be a drive for lots of people, why not have a lovely plaza within walking distance of every single residence, so perhaps there past the New Frontiers area, there becomes a beautiful plaza to which we walk, where we inevitably meet our neighbors and visit, and less than a mile away, there is another one at Bashas' and less than a mile away, there is another one at Safeway, so I'm just . . ."

**John Sather:** So let me layer that idea with Paul's idea, Paul's idea is we've got to kind of manage the number of things we say we can do. That idea is a fine idea; it's been around and we haven't accomplished it, so maybe what we need to do is all come together and decide what the five things are we really want to do and do them. If we have 100 things, let's not forget the 100 things, so that is kind of tying those two ideas together.

**Speaker 5:** "Maybe this is getting a little too specific at this point, but I really see the whole Posse Grounds community facilities as being virtually wasted, because you don't see . . . I mean if there is a sign there, I've never noticed it. To find Posse Grounds Road, I have to look for Ace Hardware and I've lived in this area for twenty-five years."

**Mike Bower:** There is a sign.

**Speaker 5 (continued):** "What I would envision there would be putting in a stoplight, putting in a right-turn lane and a left-turn lane, putting up a sign that would actually list some of (unclear). I don't see a sign there that really says community facilities, come up here, there is a dog park, there is viewing areas, there is parking, there is a pool . . ."

**Mike Bower:** Great, so that is a community facility that is actively used, but it is out-of-sight, out-of-mind in a way.

**Speaker 5 (continued):** "But bringing it to the attention of people who might be passing through town, who might take advantage of it. There are so many tourists who just drive around looking for some place to go."

**Mike Bower:** So the way-finding, the place-making, sometimes it is more than a sign too, but I think that is a good point.

**Speaker 5 (continued):** "One other thing that I've been visualizing for years is in front of the current City buildings, there is a vacant lot right on 89A, and behind the complex, there is vacant land. If that could be built into a public square, attached kind of to the City buildings with parking in back, I think it would be a real big success, because people could see it from 89A; therefore, people would use it as one of those gathering places."

**Speaker 6:** "Yes, first I want to thank everybody for all of the efforts that went into this community-based meeting. I think it is very important for a new start, because for so many, many years I think we have been very polarized. It has been residents versus City versus business and I think it is a good day, and this is what we need. One of the things that struck me, and I think your presentations were excellent, but an observation, it just seemed like we got right into the nitty-gritty with a lot of details about walkways and enhancements and they were very tourist-oriented or visitor-oriented. I think the majority of people here most likely are residents, long and short-term and even part-time, and I think before we start going into a lot of the details of the Plan, this origination of this was for a vision, and I really think we have to restate that in the strongest terms possible. What are we here for and what is it we love about or are passionate about this place, and why do we choose to stay here, in terms of so many obstructions and difficulties, and in my own case, just making a living here was very, very difficult, but I hung in there, and so at the core of that is 'what is that all about', and I think we have to preserve the feeling that this is a unique, fantastic, eternal place. It needs to be preserved so that every program and effort to enhance community and bring people together and build, and so forth, has to be with the idea that the heart of this thing is the beauty of this area, to preserve it."

**John Sather:** So Elemer, in our Committee . . . it is interesting about our Committee, because we have all different kinds of thought-ways and things, and he is really tuned into getting the Committee to think about this is not all about sticks and bricks; this is about people and how people live and their lives and their visions, and I think that is part of what you were saying; let's get this holistic thinking going maybe first, and then let the other stuff kind of fall in place to fulfill that vision, and once again, this is a "we", so these are all kind of big ways that we will organize our activities in the future.

**Speaker 7:** "I'm a veteran of Arcosanti from back in (unclear) days, so I've been (unclear). I worked there for 3½ years and I really think you guys are doing a great job of all of this and I've been around here since 1976. And, a couple of quick points, I want to say I've also lived in Vail for some time and that parking garage that you have is absolutely excellent. It works so well and I'm so glad you guys are aware of that and are thinking of something like that for this area, because they work very well. A couple of snakes that I want to point out, I know nothing like Arcosanti or even his kind of thinking could be incorporated in your community. In my opinion, he is hundreds of years ahead of his time and we are talking about ten years, so I like what you are doing and one thing I've noticed, I've been involved in these meetings and I haven't seen that many people from the younger group, and they have a lot to say. They are going to live into this more than a lot of us will, so I hope you are going to find a way to incorporate some of their . . . bring their involvement in. I'm certainly going to tell some of my friends that they should have been here. I know a lot of people who really care about this stuff and they just felt this wasn't . . . I'm amazed at how good your presentation was; you know it was really good. You need to make room for ideas from the future that are going to be catching up too as you get up, the way things materialize and the physical reality for the ideas are there now that I didn't hear some of, like the sewage plant. I don't know what the current state of thinking on the sewage plant is, but the last I heard there is a wetlands idea and honestly I don't think that is a very good. I think you ought to think of making it into a Hydrogen production facility, because Hydrogen will be a big part of the future, dealing with the future."

**Mike Bower:** What are you going to do with all of this excess water at the sewage plant?

**Speaker 7 (continued):** "Hey, you've got a passive industry right there producing not only Hydrogen, but all of the solid waste can be recycled -- every single constituent component can be separated out of the sewage plant and you can sell raw materials -- Carbon, Phosphorous, Nitrogen, so on and so forth. They

are doing it in Japan. There are just so many ideas and you know Sedona has got such a reputation, it could be a very futuristic example of very . . ."

**John Sather:** You are exactly right. What it is, is you are talking about exciting stuff. This is stuff to get really passionate about, and what you need to do is help us build this tribe, because there are a lot of people who should have been here, but that is okay. We're just warming up here, just a warm-up exercise, so hold all of that thought and those good ideas. Let's take two more thoughts, because . . .

**Speaker 7 (continued):** "I'm here to give my feedback, but a lot of it is you asked for feedback, more comments; I'm just trying to (unclear) . . ."

**Speaker 8:** "I have a short comment, but I just want to ask (unclear), because I walk a lot and I would like to see more people walking, and walk comfortably, and I would really like to see cool pavements promoted. In fact if possible, some incentives for people who are creating parking lots or using asphalt for paving highways or roads to think in terms of a mix that would change that reflective value, so that we don't gain more heat islands. This is just in the process of moving us out of our cars to get it more comfortable for people to be out in the desert environment -- you have to realize that that is (unclear) and he says think about embracing cool havens."

**Speaker 9:** "It seems like everybody is here for the natural beauty of Sedona and that is our greatest resource. We are talking about possibly bringing in some type of educational institute or some other type of economic industry here into Sedona. Why not make it about the environment? Why not make Sedona an international environment center for research and reputation, and invite all of those environmental groups to come in here and have this as a conference facility and have this as a place where they can speak, and really they can create most of the examples for the community. We are 95% there with the natural beauty, why not just take it to the next step?"

**Speaker 10:** "Hi, I missed the first hour so I don't know if this was brought up before, but I love your presentation, I love all of these ideas, and one idea that I have thought of ever since I heard someone say, 'Sedona is America's holy land', I realized that was really true and that really is the purpose of Sedona, beyond what we are creating (unclear). It was so sacred and so holy that the native peoples never lived in the City; they lived outside of it, and we have an MIT Scientist who is teaching about the sacred spots and how to access them, and we have so many people coming from around the world who come here for that purpose, and look how many people go to Jerusalem. If we were to market this as America's holy land, we would draw a whole lot more people who would be coming for that purpose, which is the purpose of the land itself. Also, I have been watching earthquakes and things escalate, and so I think that if we could have Sedona as the (unclear), if we could have our own food -- those kind of things that should be done really quickly, in addition to all of the other wonderful ideas."

**Speaker 11:** "Yeah, I've moved into Sedona on and off for 20 years, and I'm (unclear) and I'm (unclear) kind of person, and I've always come back to Sedona, because it is like a place where I love to think. I'm back here in Sedona now and we have, but not in every neighborhood, you still go to the coffee shops and there is a measure of kind of people of probably half of the population in there with their laptops and things like that. I've lived in Manhattan and Philadelphia where they don't even have (unclear) at all, and I really like the concept that you're doing with the (unclear), but I think you are going to have to start really doing something like what happened in San Francisco, because you get known for being inventive or like for something you can easily do here. You could have like an inventors' area, one of those places where everybody just goes out to get their coffee and pancakes and newspaper, and that is also their home (unclear), and you actually create like an inventors' thinking (unclear)."

**Mike Bower:** Nice perspective; I've actually read about this very concept and many communities are doing that, so interesting.

**Speaker 12:** "Two ideas; they are a little bit different and they are related, and I think Mike will recognize one from 1993, and that is instead of raising anger by talking about height restrictions, why not use what we have and that is roofs. The whole Uptown is full of roofs that are unused. Why not start using the

private property owners to develop those into gardening spaces, cafes, kiosks, walkways, whatever; that would be absolutely fantastic, because of the view and the amenities that we could put up there. Secondly, along the same line sort of is the potential of Jordan Road to become a real gallery art area here, such as Santa Fe has, and they have a road that I can't think of the name of (Canyon Road). It could become Sedona's Canyon Road and the other thing we really, really need, which would be the centerpiece of that Canyon Road is an art museum. We are the only, and I researched it, the only art town in the entire country without an art museum. Taos has art museums; we have an historic museum, not an art museum. Taos, a very much smaller town, has six art museums and it is unthinkable that we don't have an art museum. (Unclear) would be fantastic and a centerpiece, a Jordan Road or a Canyon Road sort of area of town."

**Mike Bower:** Thank you, good thoughts.

**Speaker 13:** "I'm one of those engineers that you architects love to criticize. There is a famous quote in life that goes something to the effect of the best laid plans of mice, men and architects oft go straight. There are a couple of hurdles that we need to address in this process, I think, on the way to our blue-sky utopia, and that is we are a town of 10,000 people, 19 sq. mi., and two major state highways, 179 and 89A, but our daily lives are dictated by three million tourists who come here a year, I think, is the headcount, and they are not the same people. They come from all over and bring their lifestyles, their expectations, their customs with them, but at some point, everything we do here as a community, we have to incorporate those three million people and they are outside the box, so we have to think in our planning process how we are going to accommodate them. We haven't done a good job yet, we still have problems; it is a struggle. And, the other issue that I think we need to deal with has to do within the community, and that is we don't all agree. Maybe we in this room, yes, we embrace all of your ideas, but look at 89A, should that be a highway that we take over and develop it and control it or is it to be done by ADOT, and look at the community division that we have on issues like that, and I can only offer one solution and that is I think you guys are doing a great job, and I think before anybody votes on a Community Plan that they ought to go to some kind of at least an educational process or at least attend some of these meetings and be exposed to what could be, to open their eyes."

**Mike Bower:** I think that is an excellent perspective. We're really looking for the common vision behind the issues and what David brings up is something we really need to address. There is a fair amount of polarity, but it comes from a lot of passion. Everybody is strong in their opinion about the issues, because there is a lot of passion about the place, and that is a good thing. The bad thing is when we don't dive a little deeper and try to find the collective common vision that underlies these issues, so thank you for your thoughts there David and trust that that will be our mission together, as we go out and see what we can do."

**John Sather:** We've got a lot of good energy here, so I don't want to stop it. We're just going to run long and so if anybody needs to leave, because I think you thought we would be done by noon, please feel free, but I would like to get everybody talking.

**Mike Bower:** At this juncture then, if you have to go, let me throw one thing in. Our next meeting is planned for June 30th at the West Sedona School at 7:00 p.m., and one thing to take away with you is that date on your calendar, and then spread that and share it with your friends, because we have a lot of room up there and we have a potential to have a big interactive session, more like this one. If you want to learn more about that, out in the hallway when you leave, you can talk with Elemer.

**Speaker 14:** "The ideas I have I'm just going to unify into one and that is a sense of judgment for how do we get there, how do we begin this wonderful process today, and it would be by looking at people processes. The community we have is made up of people and the suggestions that have been made about architecture, streets, multiple-level buildings; that's good. That should come after we find out what the people would like in terms of getting together as a community in our neighborhoods where we live with each other, and also with the young, those high-schoolers who may end up leaving, but the point to be concise is, what are we as a community of people, neighbors and friends who care, and I really see and feel that here today; therefore, what are the interests and the needs of people socially, so we can

build community, and then practice sustainability and interdependence with our neighbors around us -- Flagstaff and the rest of the Verde Valley hold hands together, go forward to this future together as people."

**Speaker 15:** "To this gentleman's point, I was out in the lobby looking at the different boards and diagrams with a community viewpoint, and it had on the left margin all of the different interests, and interestingly, there was no sort of spirituality enlightenment sort of interest and I think that is a huge interest in Sedona, (unclear) as well. I think that that has come out a lot recently that lots of people are searching, and they are coming here, and it sometimes is legitimate folks engaging in it and others that aren't so legitimate, but I think we should certainly consider that in our planning. Also, my other comment was about creating more of a heart of town. I lived in (unclear) for seventeen years and I loved its communal gardens and I loved the pedestrian nature of living in a big city, and likely, that is where you feel more sense of community than living in the suburbs, and I look at Uptown and think how we have the history and character in the town, but we just have that one street run through it that gets choked with tourists traveling, and I've often wondered about making 89A one-way going up the canyon and Jordan being another way coming out, and then having Uptown be deeper like some towns that are like village towns that have the little houses that were on the side streets zoned, instead of residential, commercial and they became little dental offices and attorneys' offices and boutiques and cafes, and it was just a really charming -- you know it is kind of an urban sense of living in a small town. We can live next door to that or within that area of Uptown and have all new shops and cafes and bars and music, you know galleries, and all of that within Uptown, because I think we have become completely disjointed. We have Uptown and we have West Sedona separated by a big stretch of road; its street inaccessible to pedestrians, even a bike rider. We should decide where the heart is and really work to create that."

**John Sather:** Great

**Speaker 16:** "Hi, this has all been very enlightening and I just real quick wanted to comment that I hope in the process of all of this that the residents that live here don't just get lost, because we are only accommodating tourists, and the other comment that was made about bringing the three million tourists in and kind of integrating them, one of the reasons we moved here is tourists are (unclear), and we are on the west end and we don't have to be constantly fighting going through the strip, as she just mentioned, which was a very good point, and even with the shuttle, the thing that was brought up earlier. I'm a photographer and I can't rely on being on a shuttle bus, for instance, (unclear) and you can't get on a shuttle bus, you know be it someone else's schedule. I'm just hoping maybe the residents get some special passes or something that is different from people here visiting -- same with all the places that we visit as far as the park passes that we hang on our mirror. You know we are treated just the same as any tourist that comes in here, and likewise, if you want to get into West Fork in the summer, you can't if you are a resident here, you just can't, the lines are so long, so I would just like to see some sort of preservation for the people who are actually residents and are paying taxes here."

**John Sather:** Okay, let's take ten more if everyone is game. We weren't sure what would happen, but obviously, we struck something, but we have to make sure everyone stays to see the end deal.

**Speaker 17:** "This has been a very interesting visioning process and I'm sure a lot of wonderful things will come out of this vision. I'd like to see your group also look at problem solving, for example, one problem that we have in Sedona is traffic back-up that the lady mentioned, and this can be an enormous problem for some of the people who live here. That back-up can get all the way to the Village on the worst days and can go considerably up the Canyon. As you look toward the future of Sedona, could you also consider such problems?"

**Mike Bower:** Thank you, we will try to do that.

**Speaker 18:** "(Unclear) talked about as you age, because over half of the people in Sedona are over 65 or nearing 65, and where are we going to be in ten years? We may not even be driving, so some of the ideas here have been very good for me, because we need to have shuttles for our elderly; we need to have space for wheelchairs to go around, and walkers, and we need to have plazas where the elderly can

go and hang out with the children, and always remember that we are aging here. We are an elderly population, I hate to use the word "elderly", but face it we are, and we need to build that into our infrastructure for planning."

**Speaker 19:** "I want to present ideas of what we should not do. From the very beginning of your presentation, we heard statements that were made and all of them were how beautiful Sedona was, and then I appreciate, we were talking about the small town community, so I would put that in terms of a couple of things. I know that right at my block someone wants to build, because they want to make it like Phoenix; they want to make it like Phoenix here. Everything is going to be accessible, but if I want to go to Phoenix, I can go to Phoenix, and the other thing that is kind of encroaching is the mention of lights. Now, if we have broad lights at night, where the accidents don't happen by the way, we've already changed our community from a small town quality to a great big . . . We came here because we wanted small town feel. Second, which you have been stressing, and it would be also on my global ideas is a heart of Sedona or a place we meet for a (unclear); people mentioned that in different ways and I think that would be one of the things that we could achieve."

**Speaker 20:** "Sedona resident for 22 years. I personally find West Sedona and Highway 89A to be like an industrial era artifact, and because of the people to deal with, and I just happen to have to, because I live on Birch Boulevard, so any ideas that you have for making it better, it needs to get a lot better, because how are we going to have businesses that can succeed? I feel the businesses are not really attracting me for the most part, and I don't know how we are going to have a business community that is supporting the community feeling, so that is something I think about, and I don't know if you build it, they will come or what are we going to do? I like what you are doing and almost any ideas you have would be a great improvement. Thank you very much."

**Speaker 21:** "Well I'd be the last one to throw a wet blanket at inspirational ideas. The big question in all of this is how do we pay for it? Most people might suggest, well obviously somebody else. When we are building these kinds of things, which . . . how many building permits do you (unclear) have in Sedona, is there one, two or three maybe? It stopped being done, because it is very expensive to pragmatically put something together, bring it up from the ground and make it functional. Next time you go to Wal-Mart, instead of spending that dollar here, we might think about who pays for it. And, this is something, we get too lofty in our ideas and it breaks down all of them."

**Speaker 22:** "I've been coming through here, the first time in 1959 on a two-lane road, and I have a tendency to look back on that. I was very interested in the fact that you are looking at something like Bashas' parking lot, looking at maybe making that a walking place, because I think we've got one center of town, which is a very delightful center of town, still like a bowling alley, and there are several things that need to happen with that, and they have been brought up by several people here. One is we need some kind of transportation; we need a public transit system that would carry people to these spots, rather than having (unclear). As you talked about Bashas', I said, where is the parking lot? Where are all the cars in there, and if we can have an alternative to those cars. The second place I've looked at for the last twenty years here is that we have an area out there, and it was once the sewer plant property, but we have probably too many gallons a day that goes out and is sprayed in the air on 400 acres, and that could make Sedona, which is very important now, that every entity be able to be self-sustaining on vegetables. Every vegetable is trucked 3,000 miles; it can't do that anymore, we can't afford that and we can't depend on it with this climate change, so we could build . . . that area out there would be great for greenhouse growing, and they are getting greenhouses that can grow a cabbage for one gallon of water, and in the normal fields, it takes 50 gallons of water, so there are technologies that are coming in now (unclear), it is a precious gift that we have."

**John Sather:** We are going to organize these comments into big buckets of thought that we have delved into deeper. The idea of how we are going to pay for it, all the transportation ideas, all the plaza ideas, those are all big buckets that we have got to explore and figure out what is possible, so it is a great beginning.

**CLOSING:**

**Marty Losoff:** Good news, bad news. Good news, we are almost done; bad news is we didn't know you were going to stay, so we didn't invite anybody coming for lunch, so you are on your own for lunch. Also, good news, I had a 1½ hour presentation, but since most of the audience is gone, I'll cut it short. Thanks.

We just wanted to remind you all that have great ideas, you have been thanking us for our presentations and input, but we need to thank you all, because your ideas were great. They were non-political, they were general, they gave us good ideas of where we go in the future, and we were kind of worried as a Committee that we were going to get into some hot issues -- but they didn't come out too much, so we appreciate that. We are thinking big and that is the way it should be.

To continue our thinking process, there are many ways to stay involved and get your neighbors and friends involved. The following items were highlighted as ways people can participate:

- Another meeting is scheduled June 30th at the West Sedona School at 7:00 p.m.
- The Citizens Steering Committee meets every first and third Tuesday of the month at 3:00 p.m. in the Vultee Room of the City Hall complex.
- The Planning & Zoning Commission meetings on the third Tuesday of every month at 5:30 p.m. in the Council Chambers include an item for public comment.
- The City Council meetings are the second and fourth Tuesdays at 4:30 p.m.
- We also have Mike Raber and Kathy Levin.
- The purple sheet with the Committee members' biographies includes how we can be contacted.

If you think of some ideas after you leave, fill out a card, call us, write us, email us; we are open to all ideas. As someone told me once upon a time, God gave us two ears and one mouth and we are supposed to use them in that proportion, so we really want to hear from you all.

**Chairman Eaton:** Pointed out that some of the busiest people in town are working on the Committee and we have two top-notch professionals in the field of planning and architecture on this Committee -- Mike Bower and John Sather. Before we go, we would like to look at what drew us here in the first place and presents our challenge to match with our Plan.

**Mike Raber:** Emphasized that the next meeting is at the West Sedona School.

A video showing what nature has given Sedona was shown at this time.

**Chairman Eaton:** Indicated we all know how lucky we are to live here and this place should have been a park; we shouldn't have been allowed to move here, but we did, so let's do justice to what nature has given us with our Plan. He then thanked everyone for being a part of this.

The meeting ended at 12:30 p.m.